



National Highway Traffic Safety Administration
“Click It or Ticket” May 2013
Mobilization
Strategic Media Work Plan

Executive Summary

The plan will continue to reach the young male audience by using television, radio and online during the 2 weeks leading into Memorial Day. In addition, cinema advertising is recommended in regions of the country where pickup truck ownership is high.

Television programming on select cable networks such as ESPN, Comedy Central and MTV2 will reach the young male target. Fox will continue to be the sole broadcast partner using their young, male skewing programming represented so well by animated programming such as Family Guy.

Statewide plans can focus on broadcast affiliates as the majority of network television will be concentrated in cable.

To reach the newly arrived Latino the broadcast networks Univision and Telefutera will be used, as well as the cable network Galavision.

Radio will focus primarily on music formats, but will also include sports. The majority of this activity will run on FM stations. The plan looks to radio to build up frequency to a higher level off of the base created by television. With a significant national radio presence, state level plans can reduce radio budgets, and focus on video channels.

The online plan will again focus on publisher direct, but will use portals, video networks and gaming consoles such as Xbox Live.

There are a very large number of excellent sites to reach young men, and state level plans can geo-target sites not on the national plan, thereby extending the reach of the national/state level plans.

Video will command the majority of the budget via television, online and digital out-of-home outlets.



Enforcement Period

May 20th – June 2nd, 2013

Advertising Period

- Paid advertising will run from May 13th to May 27th (15 days)
- Added value and bonus weight may run after the May 27th end date for paid media, and can run until Sunday June 2nd

Working Media Budget

\$8,000,000 net

Audience Segment Profiles

- Primary Segment – *Influence segment to always use a seat belt*
 - ❑ **White males, 18 to 34 years of age**
 - ❑ Largest demographic that does not wear seat belts
 - ❑ Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types
 - ❑ **Male Teens, 15-17 years of age**
- Secondary Segment – *Raise awareness and influence segment to always wear a seat belt*
 - ❑ **Newly arrived immigrant Latino males, 18 to 34 years of age**
 - ❑ Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use a seat belt*
 - ❑ **African American males, 18 to 34 years of age**

Geography

The campaign will be national in scope, however, seatbelt usage by pickup truck drivers lags behind that of other vehicles, as well as people living in more rural areas. If we break out the country by census sub-regions we see the presence of young men who drive pickup trucks to be heaviest by reach in the following sub-regions:

- ❖ Pacific
 - Alaska, California, Hawaii, Oregon, Washington
- ❖ South Atlantic
 - Delaware, DC, Florida, Georgia, Maryland, N. Carolina, S. Carolina, Virginia, W. Virginia
- ❖ West South Central
 - Arkansas, Louisiana, Oklahoma, Texas
- ❖ East North Central
 - Indiana, Illinois, Michigan, Ohio, Wisconsin



<u>Region</u>	<u>Reach %</u>	<u>Index</u>
New England	2.88	66
Mid-Atlantic	10.45	75
South Atlantic	15.45	81
East South Central	7.23	116
West South Central	15.09	128
East North Central	15.81	102
West North Central	5.77	91
Mountain	8.88	128
Pacific	18.47	115

Source: 2012 MRI

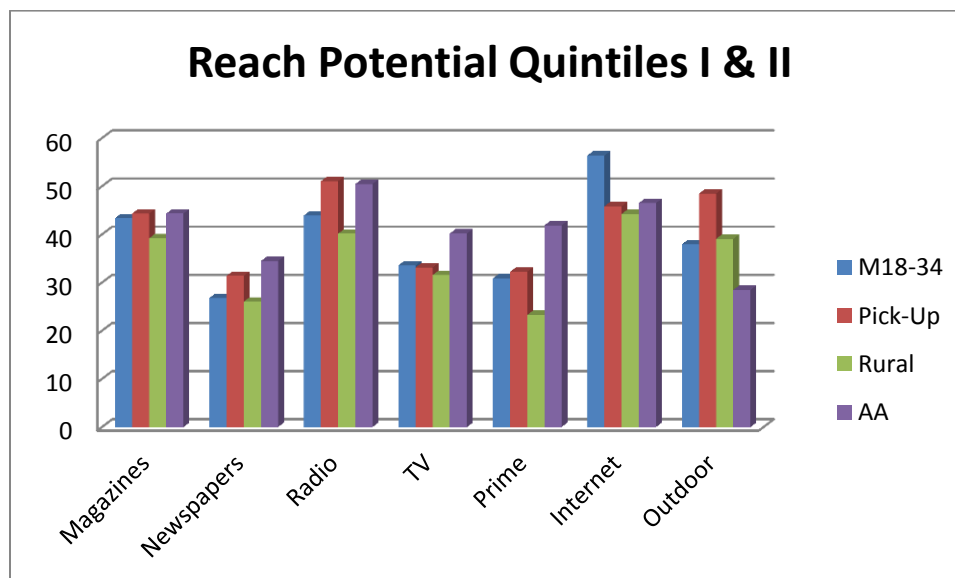
Media Strategy

The primary media strategy will continue to be to build frequency. In order to affect behavioral change the message must be seen many times. Our goal will be to reach 33% of the m18-34 target audience at the 8+ effective frequency level over the 2-week flight period with measured media.

Media Selection & Rationale

A multi-platform approach is imperative in this fragmented media environment. Various mediums will perform at varying levels in reaching our young male targets where some offer better opportunities to reach our audiences than others.

The chart below details the reach potential of the two heaviest usage quintiles for each medium.



Source: 2012 MRI



Due to the very short flight media selection must be restricted to those mediums that will quickly generate its total reach potential, and will not have exposure after the campaign end date.

The 2013 “Click It or Ticket” campaign will consider the following mediums –

Broadcast and Cable television

Radio

Online/Mobile

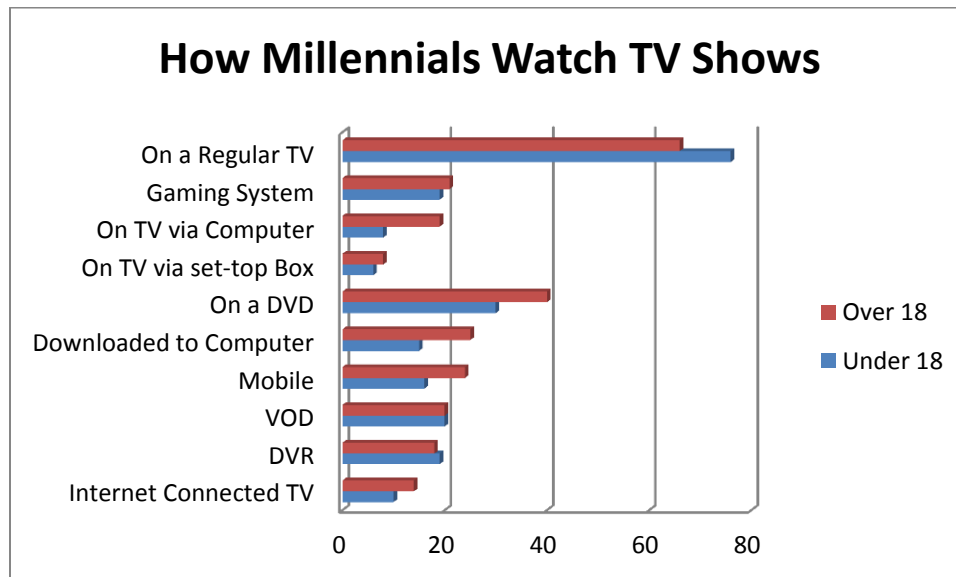
Digital Out-of-Home

Television

Television will remain the primary advertising vehicle for the “Click It” campaign.

A 2012 study by Ypulse called “How Millennials Watch TV Shows” indicates that Millennials use a regular TV most often to watch television programming. This is followed by streaming on a computer, and by DVD.

The chart below details the findings.



Source: 2012 The Ypulse Report



From another source, we see the dominance of time spent with television vs. other vehicles.

Weekly Time Spent in Hours: Minutes

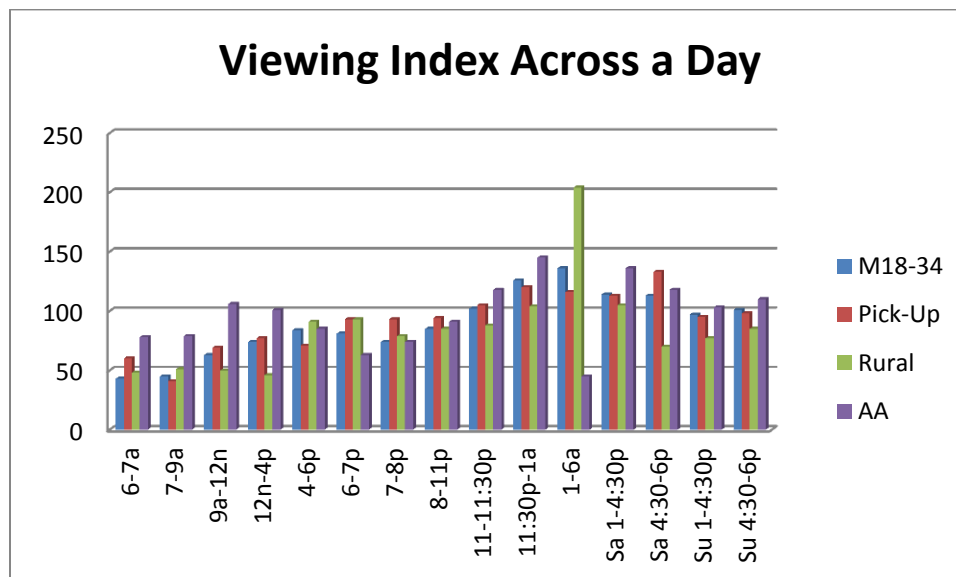
	<u>12-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>
Traditional Television	22:14	25:34	29:55	34:16	42:16
Watching On Internet	0:23	0:51	0:54	0:40	0:25
Mobile	0:14	0:14	0:15	0:07	0:02

Source: CAB 4Q 2011 TV Facts

To effectively reach our young male targets with television we'll concentrate on key, high performing dayparts and cable networks, and the programming they carry.

The chart on the following page indicates the index of usage by daypart increases as the day proceeds, with late night representing the highest index performing daypart for:

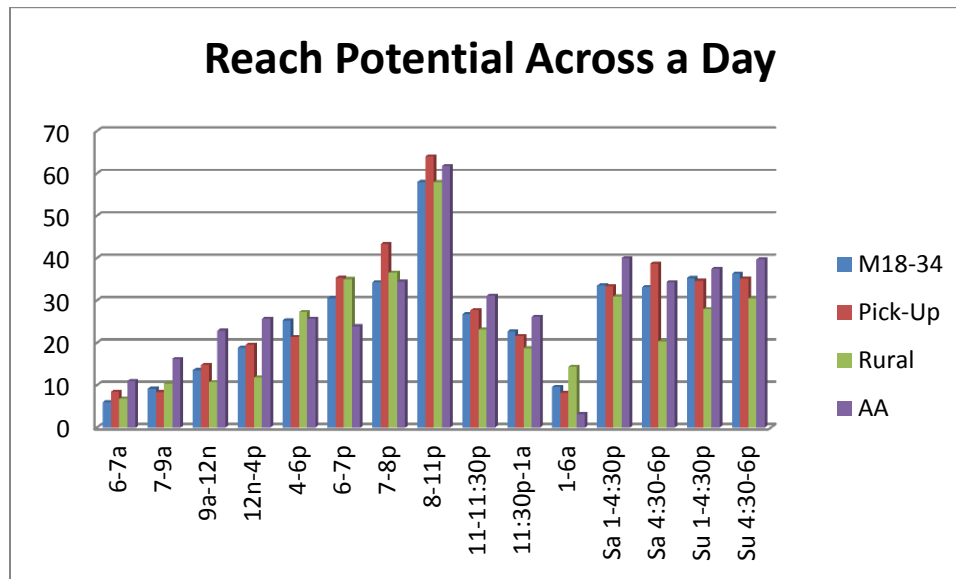
- Men 18-34
- M18-34 who drive a pickup truck
- Men 18-34 living in rural counties
- African American Men 18-34



Source: 2012 MRI



When we look at reach potential by daypart prime is by far the leading daypart.



Source: 2012 MRI

Prime Time does not index over 100, however, it does represent the greatest reach potential vs. other dayparts. In addition, specific programs within the daypart perform very well against the men 18-34 audience. Listed on the next page are some of the top performing Prime programs for reaching the young male target audience.

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am.</u>
American Dad	221	243	376	189
Bob's Burgers	191	499	376	67
The Cleveland Show	165	190	266	148
Cops	86	112	100	58
Family Guy	224	205	249	173
The Simpsons	219	239	215	257

Source: 2012 MRI



The chart below looks at the reach potential of these programs.

<u>Program</u>	<u>Men 18-34 %</u>	<u>Men 18-34 Pickup Truck %</u>	<u>Men 18-34 Rural %</u>	<u>Men 18-34 African Am. %</u>
American Dad	10.83	11.90	18.49	9.27
Bob's Burgers	1.46	3.81	2.87	0.52
The Cleveland Show	4.37	5.02	7.04	3.90
Cops	6.77	8.83	7.85	4.56
Family Guy	26.84	24.57	29.85	20.76
The Simpsons	17.58	19.17	17.24	20.68

Source: 2012 MRI

During the "Click It or Ticket" campaign we are very fortunate that NBA playoffs are on, along with the NHL Stanley Cup playoffs. Both of these sports skew to our younger audience. Pro wrestling does very well against our audiences as well.

<u>Program</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am.</u>
Little League WS	123	189	83	152
NBA Playoffs	160	182	85	276
NHL Playoffs	150	206	129	81
Pro Wrestling	118	147	161	305

Source: 2012 MRI

The reach potential of these sports programs are detailed below.

<u>Program</u>	<u>Men 18-34 %</u>	<u>Men 18-34 Pickup Truck %</u>	<u>Men 18-34 Rural %</u>	<u>Men 18-34 African Am. %</u>
Little League WS	15.16	23.33	10.27	18.77
NBA Playoffs	29.55	33.54	15.64	50.79
NHL Playoffs	18.17	24.92	15.60	9.86
Pro Wrestling	5.20	6.43	7.08	13.40

Source: 2012 MRI



Cable TV will be used to extend reach off of a base of broadcast, but will also be used to build frequency due to the lower absolute cost of cable. One of the strengths of cable is its large selection of networks and programming to reach a wide variety of audiences. Highlighted are the highest indexing networks for each target group.

<u>Network</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am.</u>
Adult Swim	310	269	297	260
CMT	79	169	142	56
Comedy Central	178	235	140	129
Discovery Channel	117	127	122	67
ESPN	148	157	114	165
ESPN2	174	196	111	192
ESPNNews	173	170	113	317
Fuel TV	216	462	63	----
Fuse	242	228	66	320
FX	162	191	134	212
G4	244	228	176	234
MTV2	252	281	287	239
NBC Sports Network	188	169	67	66
Speed	132	145	164	36
Spike TV	181	240	208	215
TBS	124	124	111	149
truTV	116	138	111	171
USA	111	120	91	160

Source: 2012 MRI

The chart below, and on the next page, looks at the same cable networks above, from a reach potential perspective. Highlighted are those networks providing high reach potential for each target group.

<u>Network</u>	<u>Men 18-34</u>	<u>Men 18-34 Pickup Truck</u>	<u>Men 18-34 Rural</u>	<u>Men 18-34 African Am</u>
	%	%	%	%
Adult Swim	24.49	21.28	23.44	20.53
CMT	8.02	17.10	14.41	5.72
Comedy Central	39.64	52.44	31.19	28.85
Discovery Channel	38.66	41.94	40.26	22.25
ESPN	43.75	46.55	33.71	48.77
ESPN2	31.88	35.98	20.33	35.30
ESPNNews	20.57	20.28	13.41	37.76
Fuel TV	2.65	5.66	0.77	----
Fuse	5.72	5.39	1.57	7.56
FX	30.36	35.72	24.97	39.70
G4	15.11	14.12	10.89	14.52

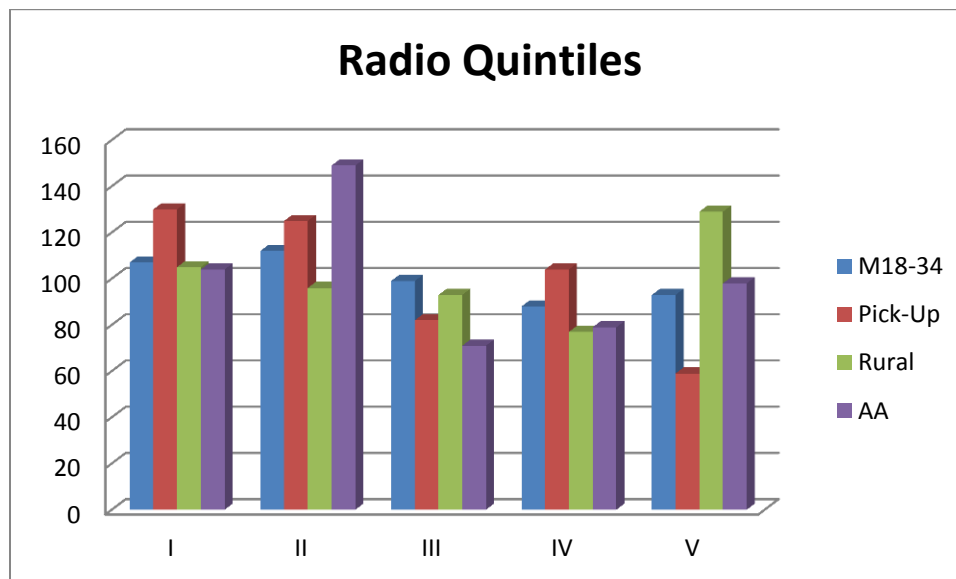


<u>Network</u>	<u>Men 18-34</u> %	<u>Men 18-34 Pickup Truck</u> %	<u>Men 18-34 Rural</u> %	<u>Men 18-34 African Am</u> %
MTV2	14.88	16.64	16.95	14.13
NBC Sports Network	14.03	12.59	5.02	4.91
Speed	10.09	11.09	12.57	2.75
Spike TV	32.83	43.44	37.73	38.94
TBS	40.57	40.54	36.31	48.65
truTV	15.73	18.72	15.08	23.18
USA	31.67	34.36	26.07	45.80

Source: 2012 MRI

Radio will continue to be used to extend the reach created by broadcast and cable television, but will primarily be used to build frequency.

Based on a quintile analysis we see that radio indexes over 100 for the heaviest quintile (Quintile I), especially for those who drive a pickup.



Source: 2012 MRI



The highest indexing formats for our various audiences are detailed below.

<u>Format</u>	<u>Men 18-34 Index</u>	<u>Men 18-34 Pickup Truck Index</u>	<u>Men 18-34 Rural Index</u>	<u>Men 18-34 African Am. Index</u>
Adult Contemporary	98	152	100	106
Alternative	218	231	85	24
CHR	169	161	102	145
Classic Rock	154	151	193	58
Country	92	143	183	24
News/Talk	83	44	64	87
Rock	166	192	82	106
Sports	183	181	105	202
Urban	140	145	93	475

Source: 2012 MRI

As the previous chart details some formats have a very high % composition of our audiences vs. adults in general. The following indicates the reach potential of each format. Highlighted are the top reach potential formats for each target group.

<u>Format</u>	<u>Men 18-34 %</u>	<u>Men 18-34 Pickup Truck %</u>	<u>Men 18-34 Rural %</u>	<u>Men 18-34 African Am. %</u>
Adult Contemporary	16.28	25.22	16.66	17.52
Alternative	15.51	16.44	6.05	1.72
CHR	31.66	30.08	19.09	27.06
Classic Rock	14.58	14.29	18.30	5.52
Country	17.57	27.50	35.20	4.51
News/Talk	10.13	5.45	7.89	10.67
Rock	17.32	20.03	8.58	11.06
Sports	10.88	10.77	6.25	12.02
Urban	16.72	17.25	11.10	56.60

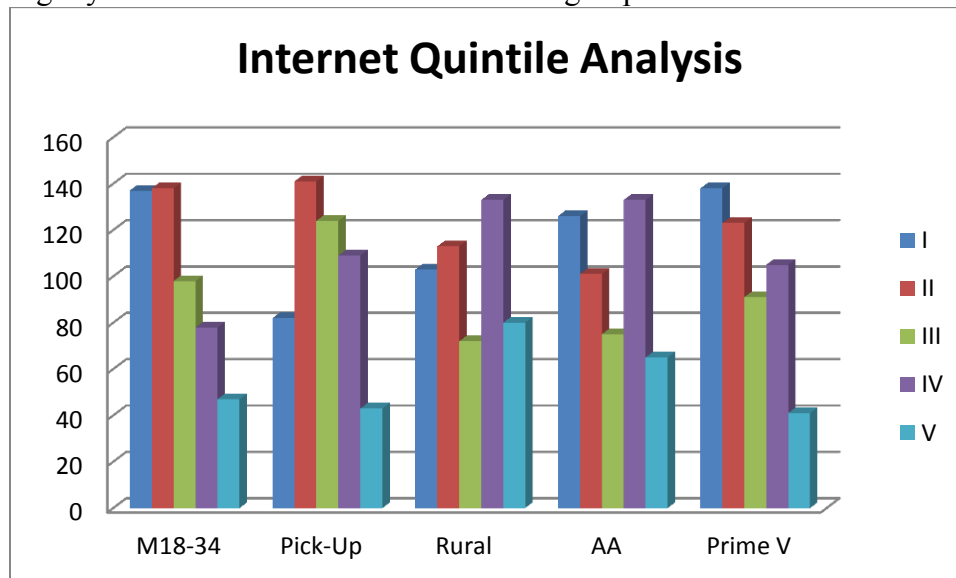
Source: 2012 MRI

Radio also offers NHTSA that critical variable of reaching our target audience when they are “in the market” for our service, also referred to as recency. In this case they are in their car, and timing, as well as targeting, of the message is important. In NHTSA’s case advertising’s job is to affect behavioral change, and recency’s job is to place the message in that small window of opportunity.



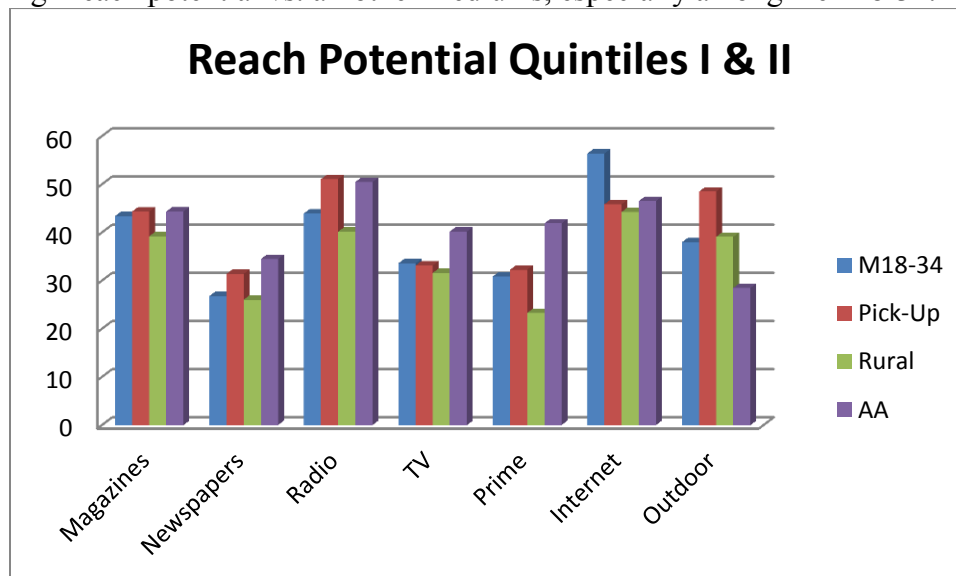
Digital Media continues to enjoy the benefits of migration from more traditional media, especially among young men.

When we look at a quintile analysis we see that the Internet represents heavy usage among men 18-34, men 18-34 who drive pickup trucks, AA men 18-34 and men 18-34 who are light users (quintile V) of primetime television. Men 18-34 in rural areas also use the Internet, but at a slightly more moderate level than the other groups.



Source: 2012 MRI

When we look at the reach potential of the top two quintiles we see that the Internet represents a high reach potential vs. all other mediums, especially among men 18-34.



Source: 2012 MRI



While on the Internet the various target audiences perform a number of activities. The chart below highlights some of those activities that help to dictate where the NHTSA advertising message should be placed.

<u>Activity</u>	<u>Men 18-34 Index</u>	<u>Men 18-34 Pickup Truck Index</u>	<u>Men 18-34 Rural Index</u>	<u>Men 18-34 African Am. Index</u>
Play Games Online	159	158	171	162
Obtain Sports Info	185	198	124	188
Listen to Radio	164	168	80	119
Watched TV Program	182	138	146	130
Watch Online Video	237	224	196	129
Use Twitter	209	106	82	287
Use Facebook	143	143	131	138
Own a Smartphone	159	155	103	170

Source: 2012 MRI

Though all of the online activities detailed above show a high index some activities represent a higher reach potential than others as detailed below.

<u>Activity</u>	<u>Men 18-34 % Reach</u>	<u>Men 18-34 Pickup Truck % Reach</u>	<u>Men 18-34 Rural % Reach</u>	<u>Men 18-34 African Am. % Reach</u>
Play Games Online	43.57	43.14	46.69	44.31
Obtain Sports Info	52.01	55.80	34.89	52.92
Listen to Radio	27.23	27.89	13.33	19.80
Watched TV Program	21.57	16.36	17.30	15.41
Watch Online Video	27.87	26.42	23.05	15.16
Use Twitter	11.81	5.97	4.65	16.17
Use Facebook	65.80	66.16	60.45	63.57
Own a Smartphone	54.12	52.53	35.03	57.70

Source: 2012 MRI

When we look at men 18-34 who are among the lightest primetime viewers we see heavy internet usage, as well.

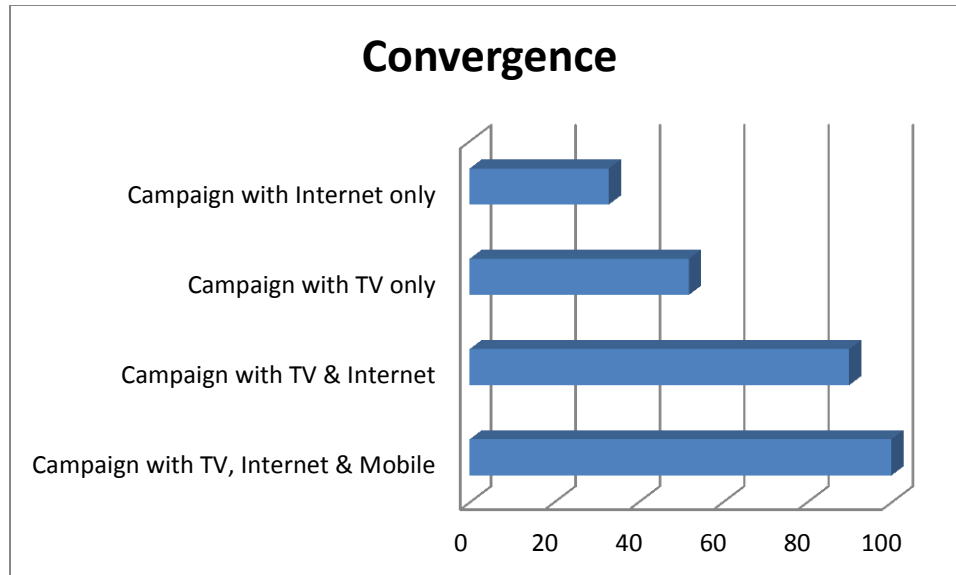
	<u>Index</u>	<u>Reach</u>
Played Games Online	176	48.16
Obtain Sports Info	172	48.47
Listen to Radio	132	21.89
Watched TV Program	174	20.65
Watched Online Video	279	32.92
Use Twitter	249	14.06
Use Facebook	155	71.63
Own a Smartphone	135	45.83

Source: 2012 MRI



Several studies have been done highlighting the performance of campaigns using either television or the Internet alone vs. using the two together.

The chart on the following page indicates how a multi-media campaign generates greater results than any single medium. This study from Viacom networks (Comedy & Spike) is based on the multi-platform 18-34 year old male.



Source: Comedy Central/Spike TV Multi-Platform Male Study 11/08 – 6/10

Based on the good results NHTSA saw with the 2012 “Click It” campaign we will continue to use the following online execution strategy –

- Portals
- Video Networks
- Publisher Direct



A top line summary of the online post from the 2012 campaign shows a large number of impressions generated along with a high click-thru-rate.

<u>Site</u>	<u>Imps</u> (000)	<u>Clicks</u>	<u>CTR</u>	<u>Cost/Click</u> \$
Bleacher Report	9,530.8	13,023	0.14	3.84
Blip.TV	3,572.1	26,076	0.73	1.63
Break.com	28,735.8	72,723	0.25	2.33
College Humor	9,132.3	36,253	0.40	1.17
Crave Online	16,053.3	20,083	0.13	4.98
Daily Motion	14,595.0	172,227	1.18	0.29
ESPN.com	13,252.4	19,750	0.15	8.61
GameSpot	7,731.1	13,709	0.18	3.10
Google	43,794.9	619,873	1.42	0.16
Heavy.com	6,802.4	22,057	0.34	2.27
IGN	11,206.2	52,936	0.47	1.84
Kongregate	8,480.2	18,414	0.24	2.31
MLB.com	7,585.0	31,237	0.41	2.54

<u>Site</u>	<u>Imps</u> (000)	<u>Clicks</u>	<u>CTR</u>	<u>Cost/Click</u> \$
MSN/Xbox Live	1,845.9	20,169	1.09	2.11
Pandora	8,207.0	30,569	0.37	1.64
Videology	7,414.1	98,607	1.33	1.01
Yahoo!	10,963.8	54,955	0.50	1.39



The list below from comScore details the number of unique visitors, men 18-34 unique visitors and the resulting % m18-34 reach of the Internet universe.

<u>Site</u>	<u>Total Unique Visitors</u> (000)	<u>Men 18-34 Unique Visitors</u> (000)	<u>Men 18-34 % Internet Reach</u>
Google	208,074	28,850	95.8
Yahoo!	184,325	28,206	93.7
MSN	120,037	19,451	64.6
ESPN.com	38,307	10,776	35.8
Crave Online	30,543	9,112	29.2
Break.com	29,000	6,100	21.0
IGN.com	21,173	7,194	23.9
Pandora	25,863	6,026	20.0
Bleacher Report	19,037	5,408	18.0
GameSpot	13,218	5,387	17.9
Hulu	17,786	4,358	14.5
College Humor	8,206	3,723	12.4
Spotify	12,985	3,275	10.9
Daily Motion	10,162	3,051	10.1
FoxSports	20,783	2,964	9.8
ComedyCentral.com	6,024	2,436	8.1
NBA.com	6,922	2,409	8.0
SI.com	9,288	2,211	7.3
Curse.com	6,071	1,880	6.2
MLB.com	6,971	1,536	5.1
Spike.com	3,570	1,349	4.5
AdultSwim.com	3,088	1,118	3.7
Kongregate	3,305	768	2.6
Blip.TV	2,470	527	1.8
Heavy.com	1,612	535	1.8
ColbertNation.com	966	327	1.1
MMAJunkie.com	425	190	0.6
WWE.com	3,280	2,130	7.0

Source: comScore via Crave Online

Highlighted are those sites with over 30% m18-34 composition.

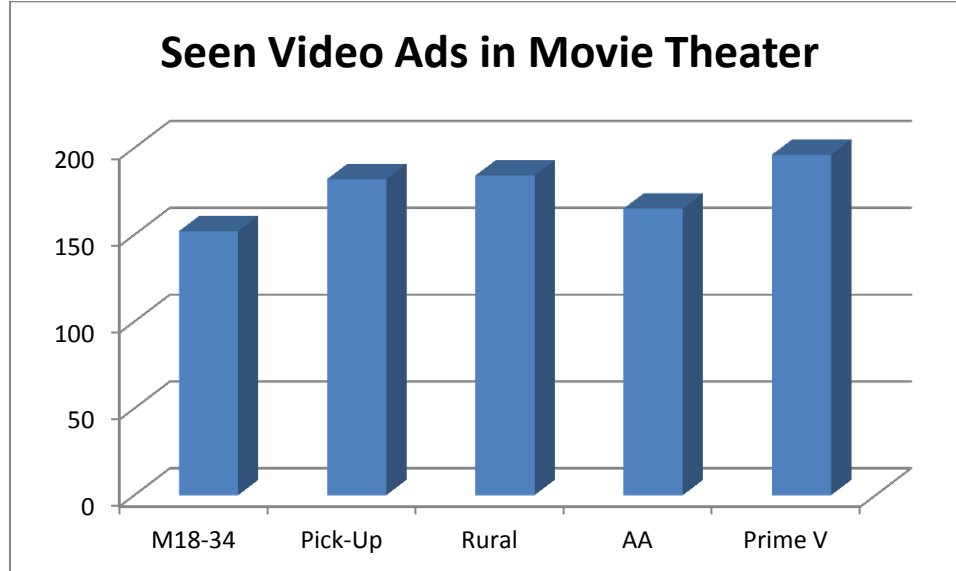
The primary strategy of the online plan will continue to be to drive traffic to the landing page. The secondary strategy will be to generate impressions efficiently to have an effect on overall branding of “Click It or Ticket”.



Digital Out-of-Home – Cinema

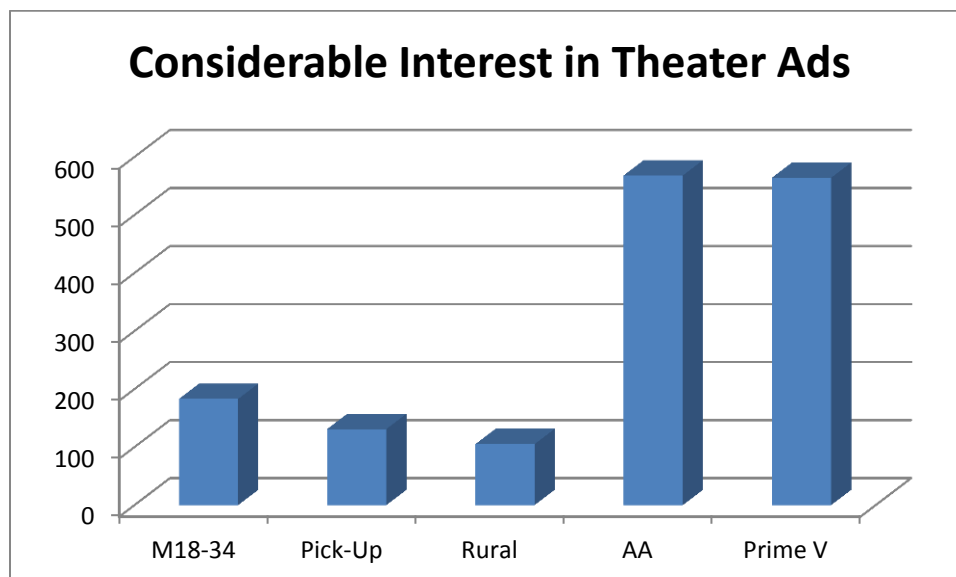
Advertising in cinema allows for the presentation of video commercial messages in an environment that does not allow for fast-forwarding or skipping of the message. No multi-tasking is taking place.

The chart below indicates the index of those who have seen video ads in the theater.



Source: 2012 MRI

The NHTSA audience segments also have “considerable interest” in theater ads.



Source: 2012 MRI



Theater advertising will be considered in those areas of high pick-up truck use by young men.

Those areas are:

- ❖ Pacific
 - Alaska, California, Hawaii, Oregon, Washington
- ❖ South Atlantic
 - Delaware, DC, Florida, Georgia, Maryland, N. Carolina, S. Carolina, Virginia, W. Virginia
- ❖ West South Central
 - Arkansas, Louisiana, Oklahoma, Texas
- ❖ East North Central
 - Indiana, Illinois, Michigan, Ohio, Wisconsin

Theaters used to play the NHTSA spot will be those with over 40,000 monthly attendance. Busier theaters have patrons arriving earlier to get good seats, and will have a better chance of being exposed to the NHTSA message.

Number of theaters and screens by region are detailed below:

Pacific Region

138 theaters/2,190 screens –

Thirty theaters have over 80,000 monthly attendance.

Total reach during the 2-week campaign will be 4.5 million.

South Atlantic Region

112 theaters/1,911 screens –

Twenty-three theaters have over 80,000 monthly attendance.

Total reach during 2-week campaign will be 3.55 million.

West South Central Region

105 theaters/1,689 screens

Twenty-eight theaters have over 80,000 monthly attendance.

Total reach during 2-week campaign will be 3.45 million.

East North Central

86 theaters/1,397 screens

Eight theaters over 80,000 monthly attendance.

Total reach during the 2-week campaign will be 2.3 million.

Grand Total

441 theaters/7,187

Eighty-nine theaters over 80,000 monthly attendance.

Total reach during 2-week campaign will be 13.8 million.



Movies playing during the “Click It” flight will be –

Iron Man
 About Time (Science Fiction)
 Tyler Perry We are People
 Star Trek into Darkness
 Epic
 Fast & Furious 6
 The Hangover Part 3

Anticipated Budget Allocation

Advertising dollars will be allocated to broadcast and cable television, radio, digital media and Hispanic approximately as detailed below.

Final dollar allocations will be affected by inventory conditions at the time of the buy.

<u>Medium</u>	<u>% Allocation</u>
TV	52%
Radio	12%
Hispanic	10%
Digital (Incl. OOH)	26%

Campaign Performance

<u>Vehicle</u>	<u>% Reach</u>	<u>Avg. Frequency</u>	<u>GRPs</u>	<u>% Effective Reach 8+</u>
Television	70	5.0	350	20.7
Radio	42	8.2	344	15.7
Total	81	8.6	694	34.8